INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1156 — Washington, D. C. — October 11, 1947

Freight Rates Increased 10 Percent by the ICC

A general average of freight rate increases of 10 percent have been granted the railroads by the Interstate Commerce Commission and will go into effect on October 13. The 10 percent increase will apply on all shipments of canned foods, as well as on most other commodities with the exception of coal, coke and iron ore. The increase was granted the railroads pending a decision by the ICC on the carriers' request for an average 27 percent boost in freight rates. The ICC refused to grant the railroads plea for an increase in the charges for protective services.

Text of the draft charter for an International Trade Organization as approved by the Preparatory Committee of the United Nations Conference on Trade and Unemployment has just been released. The draft charter is to be used as a basis for discussion at the United Nations Conference to be held in Havana, Cuba, on November 21.

•

As the INFORMATION LETTER went to press, the State Department made available to the Association a copy of a document which it had received from the United States Embassy in Mexico City concerning Mexican fishing regulations. (Official text appears on page 425.)

•

1947 crop production estimates for most fruits and vegetables grown for processing remain little changed from the indicated production shown in the INFORMATION LETTER for September 13, according to a report issued late Friday afternoon by the U. S. Bureau of Agricultural Economics. Very slight reductions were shown for beets, pimientos, sweet corn, lima beans, apples, peaches, pears, and cranberries, while slight increases were indicated for tomatoes, cabbage for kraut, and no change was shown in the prospective crop of cherries and apricots. Complete details will be published in next week's LETTER.

Marketing Agreements Urged

As part of the long-range program for American agriculture advocated by the U. S. Department of Agriculture, officials of USDA appearing before the House Committee on Agriculture and the Subcommittee of the Senate Committee on Agriculture and Forestry this week again made a strong plea for the amendment of Public Law 305 to permit the extension of marketing agreements and orders to all agricultural commodities. Carl C. Farrington, chairman of the USDA Price Policy and Production Adjustment Committee and assistant administrator of Production and Marketing Administration, told the Congressional groups on October 7 that the U. S. Department of Agriculture recommends "that the provisions of this Act be extended to all agricultural commodities. Such agreements and orders can do much to stabilize marketing, insure an adequate supply to consumers and protect farm income." *(Further details appear on page 426.)*

Proposed Standards for Canned Oysters Issued by FSA

An order, proposing a definition and standard of identity and amending the existing standard for fill of container for canned oysters under the Food, Drug and Cosmetic Act, was issued by the Federal Security Administrator on October 10. In the proposed amendment to the standard of fill of container, the Administrator provided that all canned oysters—eastern or "cove" oysters and Pacific oysters—shall have a drained weight of not less than 59 percent of the water (See *Canned Oyster Standards*, page 420)

Florida Canners Hear Addresses by Rutz and Cameron

The season for the annual State canner association meetings got underway this week with the 16th annual convention of the Florida Canners Association at Daytona Beach, October 9 to 11. President Emil Rutz flew from his home in California to the Florida resort city to make one of the principal addresses at the annual Florida conclave. Subject of Mr. Rutz's address was "Teamwork." (A full reproduction of the speech appears on page 422.) Also taking part in the Florida meeting were Dr. E. J. Cameron, director of the Association's Washington Research Laboratory, C. A. Greenleaf, assistant director of the Laboratory, and Happer Payne, assistant N.C.A. secretary. Dr. Cameron spoke at the Friday afternoon session, Mr. Greenleaf took part in an orange juice cutting demonstration staged by the Florida group, and Mr. Payne attended a meeting of the Citrus Labeling Committee.

Fisheries

Pack of Anchovies, Mackerel And Squid for California

Figures released by the California Sardine Products Institute this week, indicate that 28,189 cases of anchovies were packed in California during August. The pack consisted of the following can sizes and number of cases: 8 oz., 23,682 cases; 1-lb. ovals, 3,497 cases; and ¼-lb. 100's, 1,010 cases.

The Institute also reported that during August, 33,608 cases of 1-lb. talls of canned mackerel were packed, and in addition, 12,957 cases of 1-lb. talls of squid were packed in California.

California Sardine Pack

Deliveries of California sardines to processing plants during the week ended October 2, totaled 49 tons. Pack of sardines during the week aggregated 1,803 cases.

The following table, prepared from figures supplied by the California Sardine Products Institute, shows the sardine deliveries by districts and the pack by can sizes for the current season as compared with 1946:

Areas	Season to Oct. 2, 1947	Season to Oct. 3, 1946
	Tons	*Tons*
Northern district	79	485
Central district	9,736	17,593
Southern district	49	12,855
Total	9,864	30,933
Can sizes	*Cases*	*Cases*
1-lb. ovals	64,607	78,314
1-lb. talls	39,881	175,535
½-lb. fillet	1,453	7,071
8-oz. 96's	439	3,799
Miscellaneous	45,633	8,728
Total	152,013	273,447

CANNED OYSTER STANDARDS

(Concluded from page 419)

capacity of the can. The former standard provided that eastern oysters have a drained weight of not less than 68 percent of the water capacity of the can, and specifically excluded Pacific oysters from the standard.

The tentative order adopted a few of the provisions of the proposed findings presented by the Gulf-South Atlantic Oyster Canners Association and rejected others. Similarly, the proposed order recognized some of the contentions expressed by the Northwest oyster canners during the hearing held in Washington last July and failed to accept others.

The FSA Administrator's order ignores completely the request of the entire oyster canning industry that no standard of identity be established until there was opportunity for further study by the industry and the Administration.

Mimeographed copies of the proposed order, including the findings of fact and the tentative standards of identity and fill of container for canned oysters, have been supplied the Gulf-South Atlantic Oyster Canners Association and the Pacific Coast Oyster Growers Association, in quantity sufficient to supply all interested canners. Additional copies may be had, however, upon request to the Washington headquarters of the National Canners Association.

Any interested person whose appearance was filed at the hearing will have until October 30 to file with the Hearing Clerk of the Federal Security Agency, Office of the General Counsel, Room 3255, Federal Security Building, 4th Street and Independence Avenue, S. W., Washington, D. C., written exceptions and briefs in support thereto, the FSA announced.

Official text of the Federal Security Administrator's conclusions, proposed standard of identity for canned oysters, and tentative revisions in the standard for fill of container for canned oysters are reprinted in full below:

Conclusions. Based on the foregoing findings of fact it is concluded that it will promote honesty and fair dealing in the interest of consumers to adopt a definition and standard of identity for canned oysters as follows:

Identity

§ 36.5 *Canned oysters; identity; label statement of optional ingredients.* (a) Canned oysters is the food prepared from one or any mixture of two or more of the optional forms of oyster ingredients specified in paragraph (b) of this section, and a packing medium of water, or the watery liquid draining from oysters before or during processing, or a mixture of such liquid and water. The food may be seasoned with salt. It is sealed in containers and so processed by heat as to prevent spoilage.

(b) The optional forms of oyster ingredients referred to in paragraph (a) and described in subparagraphs (1), (2), and (3) of this paragraph are prepared by removing oysters from their shells and washing. They may be blanched. The oysters may be steamed while in the shell.

(1) Whole oysters with such broken pieces of oysters as normally occur in removing oysters from their shells, washing, and packing.

(2) Pieces of oysters obtained by cutting oysters into pieces or by segregating pieces of oysters broken in shucking, washing, or packing whole oysters, or by both such cutting and segregation.

(3) Sliced oysters obtained by slicing whole oysters.

(c) (1) When the optional form described in paragraph (b) (1) is used, the name of the food is "Oysters" or "Cove Oysters," if of the species *Ostrea virginica;* "Pacific Oysters," if of the species *Ostrea gigas;* or "Olympia Oysters," if of the species *Ostrea lurida.*

(2) When the optional form described in paragraph (b) (2) is used, the name of the food is "Pieces of .....," the blank being filled in with the name "Oysters" or "Cove Oysters," if of the species *Ostrea virginica;* "Pacific Oysters," if of the species *Ostrea gigas;* or "Olympia Oysters," if of the species *Ostrea lurida.*

(3) When the optional form described in paragraph (b) (3) is used, the name of the food is "Sliced .....," the blank being filled in with the words "Oysters" or "Cove Oysters," if of the species *Ostrea virginica;* "Pacific Oysters," if of the species *Ostrea gigas;* or "Olympia Oysters," if of the species *Ostrea lurida.*

(4) In case a mixture of the optional forms described in subparagraphs (1), (2), and (3) of this paragraph is used, the name is a combination of the names of the optional oyster ingredients used, arranged in order of predominance by weight of the optional forms.

Fill of Container

Conclusion. It would not promote honesty and fair dealing in the interest of consumers to so reduce the requirements of the present standard of fill of container for canned oysters as to return to the fill in use prior to 1942.

It would not promote honesty and fair dealing in the interest of consumers to make separate standards of fill of container for canned oysters of different sizes or for oysters of different species.

A reasonable standard of fill of container based on drained weight of oysters, and applicable to oysters of all sizes and species, which takes into consideration the difference between commercial canning and experimental canning, is a standard requiring that the drained weight of oysters be not less than 59 percent of the water capacity of the can.

It will promote honesty and fair dealing in the interest of consumers to amend the standard of fill of container for canned oysters (§ 36.6) by striking out paragraphs (a) and (b) of

§ 36.6 and by substituting therefor a new paragraph (a) as follows:

(a) The standard of fill of container for canned oysters is a fill such that the drained weight of oysters taken from each container is not less than 59 percent of the water capacity of the container.

Paragraphs (c), (d), and (e) of § 36.6 are hereby designated as paragraphs (b), (c), and (d), respectively.

Raw Products

Insecticide Regulations and Registration Applications

The U. S. Department of Agriculture this week issued regulations under the Federal Insecticide, Fungicide and Rodenticide Act of 1947, and announced that applications for the registration of economic poisons under the Act are now being mailed to manufacturers of these poisons.

Rodenticides and herbicides must be registered with the Department by December 25, 1947, and other economic poisons (including insecticides and fungicides) by June 25, 1948. Department officials urged that manufacturers submit applications promptly, so as to facilitate the large volume of registration work under the Act.

The Act provides for the registration of economic poisons prior to sale or introduction into interstate and foreign commerce. It replaces the Federal Insecticide Act of 1910, and regulates the marketing of insecticides, fungicides, rodenticides, herbicides, and devices. The former Act applied only to insecticides and fungicides and did not require the registration of these products.

Control of Tomato Diseases by Spraying Is Described

The *Control of Tomato Diseases by Spraying* is the title of New York Agricultural Experiment Station Bulletin No. 724 by W. T. Schroeder. The bulletin states that a number of fungicides and several combinations of Fermate or Zerlate with various copper fungicides were used in tests during 1944 to 1946, inclusive, to determine which fungicide or combination of fungicides would give the most effective control, with the least amount of plant injury, of the following diseases of tomatoes in western New York: Early blight, anthracnose, late blight, and leaf mold.

According to the New York Agricultural bulletin, the best control of the four diseases was obtained with alternate schedules of Fermate or Zerlate and various copper fungicides, the Zerlate-bordeaux schedule in the following order of applications being outstanding: Zerlate-Zerlate-bordeaux-Zerlate-bordeaux, using an 8-4-100 bordeaux and Zerlate at 2 pounds to 100 gallons. No apparent injury resulted from this schedule, due probably to the fact that the bordeaux was not applied until after August 1 after which time defloration, the principal injury factor, is not reflected in yield except during an unusually prolonged harvest season.

Canners interested in the details of formulations, percent of defoliation, and yields for the three-year period studied, can obtain a copy of the bulletin from the New York Agricultural Experiment Station at Geneva.

Deaths

Indiana Canner Succumbs

Henry Lee Everitt, 33, one of the partners in the Everitt Packing Co., Underwood, Ind., was killed in a plane accident at LaFayette, Ind., after attending a football game there on October 5. Mr. Everitt was the son of Frank H. Everitt, one of the founders of Everitt Packing Co., and had been active in canning factory work for the past several years.

He was a graduate of Purdue University, and for a time was connected with Food Machinery Corp. In 1944, he was taken in as a partner in the Everitt Packing Co.

He is survived by his parents, and two brothers.

Death Takes W. B. Mel

Washington Bartlett Mel, 64, president and manager of the Visalia Canning Co., Visalia, Calif., died suddenly from a heart attack while on a visit in Coquille, Ore.

Active in canning industry affairs, Mr. Mel started in the canning business in California in 1920. When he organized the Visalia Cannery Co., later named Visalia Canning Co. Prior to entering the canning business in California, Mr. Mel and a brother, Charles, had organized and built a cannery enterprise in the Hawaiian Islands. He was a member of the National Canners Association.

Mr. Mel had served as president of the Visalia Chamber of Commerce and president of the Rotary Club in that city, and was interested in community and civic activities.

He was graduated from the University of California in 1908 with a degree in engineering, and served in France during World War I, and was commissioned a captain in the Army.

He is survived by his wife, two brothers and three sisters.

William A. Mee Dies

William A. Mee, 63, Treasurer of Gerber Products Co., who had been associated with the company for 42 years, died suddenly with a heart attack at his home in Fremont, Mich., on Sunday, September 29. He was a member of the board of directors and of the executive committee of the Gerber Co.

He was born in Muskegon, July 25, 1884, and came with Gerber's in 1906. He was appointed treasurer of the company in 1917.

Mr. Mee recently had received his 40-year pin in the Old Guard Society. He was prominent in industry activities.

Active in community affairs, he was a member and officer of the Fremont Chamber of Commerce and a member of the Fremont City Commission for four years. He was active in the Methodist Church. He was a member of the local Masonic Lodge and of the DeWitt Clinton Consistory and Saladin Shrine of Grand Rapids. He is survived by his widow, one daughter, and several brothers and sisters.

Foreign Trade

Canned Food Allocations

Canned fruits and vegetables are not subject to present international allocations by the International Emergency Food Council, that agency has advised the Association. Canned meats, however, *are* allocated by IEFC and are included in the 17-million pound international meat allocation for export purposes during the current quarter. Since IEFC is primarily concerned with allocating foods in short supply, it is not expected that canned fruits and vegetables will be allocated during the coming year.

Teamwork—A Speech Delivered by President Emil Rutz Before the 16th Annual Meeting of the Florida Canners Association

The National Canners Association is the summary of a great idea—not unique, but distinguished by the compelling effectiveness of its public service. It means the coordination of local interest with national welfare. It means helpfulness based on self-help. Something of this idea went into the formation of our government, the Constitution contains it, and common sense dictates the necessity of tempering any collective activity with the largest individual freedom consonant with the general good.

Every member of the N.C.A. who follows its activities realizes that a service to one is a service to all. We, in California, are directly or indirectly benefited by your contribution to improved canning standards designed to increase public approval and acceptance of canned foods. The demand for a good product knows no geographical boundaries, but it does recognize standards. So does N.C.A. And the best that any state or section can produce will grade up to a standard of excellence characterized more by the commodity itself than by the locality in which it was grown. That governs the approach and is the ideal of N.C.A. and it cannot but command your respect, approval, and cooperation. This, in the face of performance —not promise.

Sanitation Survey

For example: A special investigation into the nature of bacterial populations encountered in the packing of orange and grape-fruit juice was conducted in Florida from February 27 to April 11 by two N.C.A. bacteriologists, using the Association's new trailer laboratory. Bacteriological surveys of 18 different plants were made from two locations of the trailer laboratory at Lake Wales and Orlando, Florida. Total counts of micro-organisms were obtained on orange and grapefruit juice at the start of operations and during several periods throughout the day for a number of consecutive days. Information was obtained as to the sources and magnitude of contamination with micro-organisms. The purpose of the survey was to further the work already being done by the Florida citrus canning industry in maintaining the highest possible standards of cleanliness and sanitation in the handling and processing of its products. The work was largely exploratory in its initial phases and the data obtained will serve as a basis for future bacteriological investigations of citrus products which are contemplated.

You are all familiar with the Federal Food, Drug and Cosmetic Act which provides, under Section 401, that "Whenever in the judgment of the Administrator such action will promote honesty and fair dealing in the interest of consumers, he shall promulgate regulations fixing and establishing for any food, under its common or usual name so far as practicable, a reasonable definition and standard of identity, a reasonable standard of quality, and/or reasonable standards of fill of container." As you know, such standards of identity have been established for a number of canned fruits and vegetables. While to our knowledge no such action is presently contemplated by the Food and Drug people with reference to your major Florida products, it would be wise to anticipate future trends and gather for study data pertinent to standardization.

Citrus Standards

Twice last year the Director of N.C.A.'s Washington laboratory met with the citrus standards group in Florida to confer on the subject of Food and Drug standards, urging preparation in the event either that Food and Drug called a hearing or, that the industry should consider a petition for a hearing advantageous and desirable. The N.C.A. research staff is fully aware of some of the baffling details, such as sugar-acid ratio, confronting the industry, and I can only invite you to engage the help of our competent scientists to find satisfactory solutions to your problems. It is a credit to the Florida canning industry that it is ever on the alert to improve its products, that consideration is being given to Food and Drug standards for citrus products with the help and guidance of N.C.A., and that conferences will be continued to assess the degree of standardization possible.

Let us make one point clear. While the canners of America want to keep free enterprise unimpaired by government restrictions and the mistiness of armchair directives, we need to avoid equally any tendency toward rivalry and competition based on the old Hitler technique of "divide and conquer." The meat of uncompromising competition must be seasoned by the sauce of cooperation along N.C.A. lines for a smoother functioning and a steadily progressing economy benefiting the public at large. Let's exercise the sterling of individual initiative for a crown jewel setting of cooperation where the best in performance of one section is shared with others. That is N.C.A.

By invitation of Florida members of N.C.A., our Association surveyed 28 canning plants which were followed by the issuance of confidential reports, both oral and written, on the subject of sanitation. The surveys indicated that canners in Florida are well aware of the importance of sanitation in general and are ever striving to improve their operation by maintaining sanitary conditions throughout their plants. It is hoped that our sanitation staff will have an opportunity to offer another survey to our Florida members in the near future and that every member will avail himself of this service.

Our Washington laboratory has assisted in preparation for the first Florida cutting of orange juice samples, performing all the analyses. This cutting is a feature of this very convention. It was inspired by the success of similar cuttings of fruits and vegetables in other sections and the resultant benefits. If this operation is well-received, it will be repeated and expanded. It should be. I speak from experience. The cutting bee in California has been extremely successful and popular, showing a cross-section of every grade and size of every commodity packed and giving each individual canner an opportunity to determine how his own pack compares with that of his competitor. This year it seemed advisable to confine the cutting here to a single product, while working out the mechanics of collection, examination, and exhibition of samples. This examination included all the physical and chemical determinations ordinarily considered of interest in evaluating orange juice, such as fill, Brix, acid, oil content, vitamin C, etc. It is foregone conclusion that the Florida canning operations will reflect the good of such a service.

Labeling, either by description or by any other method, is fraught with obvious difficulties. However, in keeping with the N.C.A. policy of developing a labeling program for voluntary use, the Labeling Division met with a committee of Florida canners as long ago as 1942, at which time several recommendations for labeling were agreed upon. Since the war, the Labeling Division, together with a representative of the Laboratory, has twice met in New Orleans, once last year and again this spring, with a committee of citrus canners representing Florida, Texas, and California-Arizona, and is meeting again with a similar committee this week here at Daytona Beach.

Labeling Studies

Closely allied with, though not a definite part of the Labeling Division, have been the several meetings, already referred to, of citrus canners with the N.C.A. Laboratory representatives, looking toward the preparation of the industry for possible hearings of the Food and Drug Administration leading up to the establishment of Federal standards of quality and identity. The lack of objective scientific measurements for important quality factors in citrus products is a handicap to recommendations for reliable labeling, just as it is to the establishment of Food and Drug Administration standards of quality and

identity. From one point of view, these activities of both the Labeling Division and the Laboratory have been disappointing in that to an important degree no objective scientific measurements for important quality factors of citrus products are yet in sight. These activities, however, have served the useful purpose of focusing industry attention on these subjects even though at this time the solutions for the difficult and complex problems involved are not apparent. What *is* apparent is your determination to press forward constructively to accomplishment for the benefit of all concerned.

Problems are only a spur to action. N.C.A. recognizes that the citrus industry faces problems and has been nowhere more active than in Florida. There is continuous cooperation between the national and state associations of canners, centering on such major objectives as the adjustment of marketing conditions for the finished product with that of the raw product. There are definite steps being taken under the aegis of N.C.A.'s Raw Products Bureau to improve grower relations. For instance, a representative of N.C.A. has had meetings with practically every citrus grower in Florida, driving home to them the importance of the canning industry as a marketing medium for citrus products.

National Leadership

Florida can justly be proud of the national leadership it has furnished to the canning industry. I refer especially to two past presidents of N.C.A.—Carroll Lindsey, of Highland City, and one of your adopted sons, Walter L. Graefe, of Griffin, Ga. Carroll led the Association through most of its trying wartime period, conducted the famous processors' conferences and was at the helm in those days when the industry successfully met the challenge to achieve tremendous production goals. Walter Graefe, in an earlier term, led the Association into valuable economic studies of the industry's production, marketing and financing and in the betterment of consumer relations through studies of their needs and views. Both these men have made major contributions, for many years, to the work of the N.C.A. Legislative Committee.

That Florida canners are aware of what N.C.A. is doing for their industry is apparent in the fact that five Florida canners have joined N.C.A. within the past year, giving us a membership of 37 of the Florida canning fraternity. If so many think N.C.A. valuable, why not make it unanimous? We'd like to see this happen—and that goes for any canner, big or small. We can render each and every one a service—in fact, we *are* constantly, rendering a general service of benefit to member and non-member alike. To make use of organization without being harmed by it is of highest art; to be loyal without hedging, to band together for ends of service to general welfare with independence and essential initiative unimpaired, spells N.C.A. in capital letters. It doesn't tell you how to run your cannery, but, by virtue of its nation-wide facilities, functions, and expert studies, N.C.A. brings to bear upon any section of the country the experience of all for sifting, circulation, and application.

Success of Collective Enterprise

Success of any collective enterprise gets back to the individual. And interest ought properly to center there rather than in the incidental machine. To use machines—mechanical, organizational, social—without being unduly used by them requires an individualism at once rugged and practical. Back in the Elegant Eighties it was declared that the world was dying of machinery and that man would some day, sooner or later, have to rise against it. That danger is no less with us today. The science of machinery may eliminate manpower for economy of operation, but it must not destroy man himself. We must keep the values marching in the order of their importance. Would it be an ideal to have all canneries operated by remote control, marketing by electronics, meals of vitamin tablets, and robots for human beings? Such absurd mechanization may reach the zenith of efficiency, eliminating mankind altogether, and that is precisely the effect you would get if organization were purely objective and perpetuated solely for its own sake. In 1910, Woodrow Wilson said, "Most men are individuals no longer, so far as their business, its activities, or its moralities are concerned. They are not units, but fractions." But we can truly say that men are achieving and maintaining a new individuality in just such organizations as the N.C.A., operating in that larger sphere of usefulness where men come voluntarily and gratefully to knowledge placed at their disposal without any tyranny of imposed acceptance. The urge for freedom and liberation from outmoded practices and beliefs is ever at work deep down in the hearts of men. And man can measure it by his sense of good will, where he will miss it by mere dollars-and-cents thinking.

Practical Idealism of N.C.A.

Men of good will, beneficiaries of widening horizons of interest and aim, I bring you greetings from California, across a stout continent of teeming industry. And somewhere in these greetings you must find a plea for national policy, national point of view, national interest, that knows no deviation from the practical idealism of the National Canners Association.

Personnel

Zimmerman Replaces Clark As *Food Packer* Editor

Vance Publishing Corp., publishers of *Food Packer*, announces the appointment of Floyd W. Zimmerman as editor, succeeding Newell L. Clark, who resigned as of September 15 to become eastern editor of *American Builder*.

The new editor, a native of southern Wisconsin, is a graduate of North Central College, Naperville, Ill. Mr. Zimmerman brings to the *Food Packer* a publishing and promotional background. For the past two and a half years, he was Director of Industry Relations for the National Dairy Council, Chicago, the educational organization for the dairy industry. Since 1918 the Dairy Council has carried on a nutrition educational program in behalf of all protective foods, including fruits and vegetables.

For 10 years prior to this Mr. Zimmerman was co-partner in a printing and publishing concern at Sheboygan Falls, Wis., where he served as editor of the *Cheese Reporter*, one of the firm's three publications, and market interpreter for the Wisconsin Cheese Exchange.

Wedding Bells at N.C.A.

Of interest to the Association's fish canner members, was the wedding on September 27, of Margaret Park, assistant director of the N.C.A. Fishery Products Division, to Edward F. Kilpatrick. Mrs. Kilpatrick came to the Association three years ago and assisted in the creation of the Fishery Products Division. She is a native of St. Petersburg, Fla., and attended the Florida State College for Women. Prior to joining the Association staff, she represented Florida newspapers and fishery and foreign trade papers, and was a member of the White House Correspondents Association for 12 years.

Mr. Kilpatrick, a native of Columbus, Mo., is a graduate of the University of Missouri and George Washington University Law School, and is presently connected with the Claims Policy Division of the Social Security Administration at Baltimore, Md.

Less than a week following the marriage of Miss Park to Mr. Kilpatrick, Julia English, also of the Association's Fishery Products Division, was mar-

ried to Cecil Duffey of Alexandria, Va. Mrs. Duffey will be remembered by many of the N.C.A. fish canner members for her part in helping with program details for the fishery products conferences at last year's convention in Atlantic City.

A few weeks ago another staff member, Betty Wynne, was married to Philip W. Brewer of Hagerstown, Md. Mrs. Brewer, who is connected with the N.C.A. Washington Research Laboratory's mold count work, took an active part in the mold count schools conducted this past summer in Indiana and New York.

Earlier in the summer, June Peters, who is associated with the N.C.A. Consumer Claims Division, was married to Floyd Wermuth of Nanticoke, Pa.

Meetings

National Apple Week

National Apple Week will be celebrated throughout the United States from October 25 to November 1. During this week there will be an organized program to move apples and apple products. Canners have been especially requested to take part in the publicity program.

Minnesota Canners Convention

The annual convention of the Minnesota Canners Association will be held at the St. Paul Hotel in St. Paul, Minn., on December 17, Edwin W. Elmer, secretary of that Association, has informed the N.C.A.

Forthcoming Meetings

October 15-18—National Association of Food Chains, Annual Convention, Drake Hotel, Chicago, Ill.

October 17—National Canners Association, Special Corn Canners Meeting on Mechanical Corn Harvester Requirements, Stevens Hotel, Chicago, Ill.

October 17—Michigan Canners Association, Fall Convention, Rowe Hotel, Grand Rapids, Mich.

October 20-21—Boston Conference on Distribution, 19th Annual Conference, Hotel Statler, Boston, Mass.

October 23-24—National Pickle Packers Association, Fall Meeting, Continental Hotel, Chicago, Ill.

October 24—Tri-State Packers Association, Corn Canners Meeting, Lord Baltimore Hotel, Baltimore, Md.

October 31-November 1—Texas Canners Association, Annual Convention, White-Plaza and Driscoll Hotels, Corpus Christi, Tex.

November 3-14—University of Wisconsin, Cannery Fieldmen's Course, Madison, Wis.

November 4-6—Association of Pacific Fisheries and Northwest Branch of National Canners Association, 34th Annual Convention, Empress Hotel, Victoria, British Columbia.

November 6-7—Ozark Canners Association, Fall Meeting, Connor Hotel, Joplin, Mo.

November 10-11—Wisconsin Canners Association, 43rd Annual Convention, Schroeder Hotel, Milwaukee, Wis.

November 10-12—Grocery Manufacturers of America, Inc., 39th Annual Meeting, Waldorf-Astoria Hotel, New York, N. Y.

November 12-14—National Canners Association, Fall Meeting, Board of Directors, Palmer House, Chicago, Ill.

November 17-18—Pennsylvania Canners Association, 33rd Annual Meeting, Yorktowne Hotel, York, Pa.

November 18—National Canners Association and Pennsylvania Canners Association, Tomato Disease Conference, Yorktowne Hotel, York, Pa.

November 20-21—Iowa-Nebraska Canners Association, Annual Convention, Savery Hotel, Des Moines, Iowa.

November 20-21—Indiana Canners Association, Fall Convention, Claypool Hotel, Indianapolis, Ind.

December 3-5—Georgia Canners Association, Annual Meeting, Sheridan Bon Air Hotel, Augusta, Ga.

December 3-5—Tri-State Packers Association, 43rd Annual Convention, Traymore Hotel, Atlantic City, N. J.

December 9-10—Ohio Canners Association, Annual Convention, Deshler-Wallick Hotel, Columbus, Ohio.

December 11-12—Association of New York State Canners, Inc., 62nd Annual Meeting, Hotel Statler, Buffalo, N. Y.

December 17—Minnesota Canners Association, Annual Convention, St. Paul Hotel, St. Paul, Minn.

January 7-9—Northwest Canners Association, Annual Meeting, Multnomah Hotel, Portland, Ore.

January 11-13—National Preservers Association, Annual Meeting, Stevens Hotel, Chicago, Ill.

January 13-17—National Food Brokers Association, Annual Meeting, Atlantic City, N. J.

January 16-17—National Pickle Packers Association, Winter Meeting, Hotel New Yorker, New York, N. Y.

January 17-23—Canning Machinery & Supplies Association, Annual Exhibit, Convention Hall, Atlantic City, N. J.

January 18-23—National Canners Association, Annual Convention, Dennis, Jefferson, Marlborough-Blenheim, President, Ritz-Carlton, Shelburne, and Traymore Hotels, Atlantic City, N. J.

January 19-22—National-American Wholesale Grocers Association, Annual Convention, Atlantic City, N. J.

February 26-27—Canners League of California, 1948 Annual Meeting, Fairmont Hotel, San Francisco, Calif.

March 15-18—National Association of Frozen Food Packers, Annual Convention, Stevens Hotel, Chicago, Ill.

Standards

Article on Labeling Appears In *Journal of Marketing*

The October issue of the *Journal of Marketing* contains an article written by Happer Payne, Director of Labeling, entitled "Standardized Description, a Form of Specification Labeling." Written primarily for an academic audience, the article discusses the basic steps necessary to be undertaken in developing a uniform labeling program for any type of consumer goods. The article explains the principles of standardized description drawing heavily on examples from the Food and Drug Administration regulations and from the N.C.A.'s labeling program.

For other industries which may be undertaking the development of labeling its products, the article explains the organization and procedure of the N.C.A. individual commodity committees which make the recommendations for the voluntary use of canners and distributors.

It is expected that reprints of the article will be available within a few weeks.

Frozen Spinach Grades

Revised U. S. standards for frozen spinach have been issued by the U. S. Department of Agriculture, effective October 9. The new standards make no reference with respect to the drained weight of frozen spinach. As the Food and Drug Administration is now giving consideration to standards

for fill of containers for frozen fruits and vegetables, drained weight recommendations have been deleted from the U. S. standards until additional data is available, USDA said.

Copies of the new standards may be obtained from the Fruit and Vegetable Branch, U. S. Department of Agriculture, Washington 25, D. C.

Home Economics

First Canned Food Nutrition Information Ads Are Printed

Included in the program of work for the N.C.A. Home Economics Division, which was approved by the Association's Board of Directors in May, was a series of nutrition advertisements to appear in professional magazines. The first of these advertisements entitled "Canned Foods and the Daily Diet" appear in the October issues of: *What's New in Home Economics, Forecast* (for Home Economists), *Practical Home Economics, Journal of Home Economics* and *Journal of American Dietetic Association*, and is scheduled for the November issue of *Registered Nurse*.

The information supplied in the full page ad emphasizes the place of canned foods in the seven food groups needed for an adequate diet as outlined in the United States Government's "Basic Seven" chart. This chart is widely used as a national nutrition guide and as a basis for teaching in food classes in schools throughout the country. Since canned foods make a substantial contribution to the nutritionally adequate diet, the topic "Canned Foods and the Daily Diet" was chosen for the first advertisement appearing early in the school year.

Material used in the advertisement was prepared by the N.C.A. Home Economics Division in cooperation with the publications subcommittee of the N.C.A.-CMI Nutrition Executive Committee. The findings of recent research sponsored under the nutrition research program was the basis of the advertisement.

Members of the NCA-CMI Nutrition Publications Committee who reviewed the material for the advertisements were Dr. J. Russell Esty, *Chairman*, Dr. E. J. Cameron, Dr. R. W. Pilcher, Dr. F. J. Feaster, Dr. L. E. Clifcorn and R. E. Sanborn.

Copies of the advertisement were sent to members of the Association this week.

Dietitians to Hold Meeting

The American Dietetic Association is holding its 30th annual meeting in Philadelphia, Pa., October 13 to 17. The staff of the Association's Home Economics Division is attending the meeting.

The membership is largely made up of foods people working in the field of dietetics and quantity foods, but the convention has a large attendance of educators, business foods and equipment people, magazine and newspaper writers and others in similar fields of work.

Canned Foods Featured

On page 60 of the October issue of *McCall's Magazine* appears a special article by Alice Peterson entitled "Eat Well from Your Pantry Shelf." It features the use of canned foods in the recipes given and stresses the point that good "last minute" meals can be prepared from canned foods.

Fisheries

(Concluded from page 421)

Mexican Fishing Regulations

The following information concerning Mexican fishing regulations was received from the State Department on October 10:

Commodore Antonio Vazquez del Mercado, Director General of Mexican Merchant Marine, has furnished Embassy copy of his order to port captains, No. C-2215, Circular 140, dated August 5, 1947, translation of which follows:

"To avoid infringement of fishing regulations by port captaincies in issuing exit permits to Mexican vessels or vessels engaged in commercial or sport fishing when their outfitters, charterers, crews, or passengers have not previously obtained the proper permit or concession from the Directorate General of Fisheries and Allied Industries, you will please order the employees in charge of navigation services in your port captaincy that beginning with the date on which you receive the present communication they shall not handle any application for departure for vessels in the traffic cited if that application does not contain the approval of the fishing inspector or persons substituting him in your port.

"At places where there may be no fishery inspection office, the captain of the port, prior to authorizing the exit permit, shall require that the interested persons prove that they are authorized by the Directorate General of Fisheries and Allied Industries to engage in that activity.

"Foreign fishing vessels despatched "via a la pesca" by the offices of fisheries inspection at Salina Cruz, Oaxaca; Ensenada, B. C.; San Diego, California, or San Pedro, California, when they arrive at any of our ports by reason of unforeseen or forced causes, shall, through their captains, deliver such despatches to the port captaincy, not to be returned until their departure, note being made thereon of the reason for their arrival and the departure permit, with their respective dates. In case these vessels do not have the aforementioned clearances, your port captaincy shall draw up a detailed report and advise this office by urgent telegram; guard shall be placed over them and no departure permit shall be granted them until authorized by this office."

The Director General explained that the circular was issued solely to assure the approval of both Mexican fishing inspectors and port captains at Mexican ports of departures of fishing vessels engaged in fishing operations in Mexican waters, and was not intended to change departure requirements in effect prior to date of issuance.

The Director General stated that United States fishing vessels, not having Mexican licenses, putting in at Mexican ports by reason of *force majeure* or for supplies need not obtain Mexican fishing licenses. He said possession of clearance papers issued at preceding foreign port is considered sufficient, without Embassy's intervention, to assure that Mexican fishing inspectors and port captains will grant clearances without delay, even though there may be fish aboard caught on the high seas or in waters of other countries. He said the order to hold vessels under guard pending determination by Central Mexican authorities is intended to apply only to vessels entering Mexican ports without clearance documents of any kind. The Director General informally assured that he will consult with Embassy concerning the cases of any United States vessels thus detained with the understanding that he will cooperate toward effecting the earliest possible release of vessel in accordance with desire of Mexican Merchant Marine to avoid difficulties in departure of United States vessels.

Marketing Agreements for All Commodities Urged by USDA

Congress has again been asked to amend Public Law 305 to permit the extension of marketing agreements and orders to all agricultural commodities, including fruits and vegetables grown for canning. Supplementing the testimony given by Secretary of Agriculture Clinton P. Anderson and other officials of the U. S. Department of Agriculture, Carl C. Farrington, PMA assistant administrator, this week told members of the House Committee on Agriculture and a Subcommittee of the Senate Committee on Agriculture and Forestry that it was the consensus of opinion in the Department that the provisions of the Marketing Agreements Act must be extended to "all agricultural commodities." Farrington said, "Such agreements and orders can do much to stabilize marketing, insure an adequate supply to consumers and protect foreign income." Other recommendations presented at the hearings were as follows:

"We recommend that the Congress set as a national goal the maintenance of a floor under food consumption in the United States based on what the people want and need to eat and the ability of our agriculture to produce. Programs should then be set up which would—insofar as is practical—prevent consumption from falling below that level.

"We certainly need to retain and expand our school lunch program and keep it operating at all times. The current program reaches only about a fourth of our school children. . . . The expansion of this program to cover all school children would not only improve their health during a vulnerable stage of their development but would also result in tremendous expansion in the market for such foods as milk, eggs, meat, fruits, and vegetables. . . ."

Other recommendations made by Farrington which he said would improve and stabilize agricultural economy included a program for setting up a food allotment plan similar to the old stamp plan carried on before the war, an intensification of a foreign export program, the expansion of increased industrial use of agricultural products, and a broadened program to "intensify research, education, nutrition, and improve food habits."

USDA officials also urged the continuation of the farm price support program although there was some feeling that it would not be necessary for the Government to lend money or purchase surplus agricultural commodities at the same high level as is now required by law.

Testimony was given at the hearings calling for a modernization of the parity price structure.

Hearings on Price Supports

A Senate Agriculture subcommittee will hold hearings in four midwestern cities this month as part of a plan to permit farmers and spokesmen for agricultural organizations to present their problems direct to members of Congress.

The subcommittee will ask farm organizations for suggestions in drafting legislation to take effect January 1, 1949, following the termination of the "so-called" Steagall commodity period during which prices of basic commodities are supported by the Government at 90 percent of parity. The new legislation will be a part of the long-range program for agriculture now under discussion by House and Senate committees.

Hearings have been scheduled in Springfield, Ill., October 20; Minneapolis, Minn., October 22; Ames, Iowa, October 24; and Denver, Colo., October 27. Following its return to Washington, the subcommittee plans to visit one point in New England and two points in the South early in November. The times and places of these hearings will be announced later.

The subcommittee was appointed by Senator Arthur Capper, chairman of the Senate Committee on Agriculture and Forestry, to make a study of the trends, needs and problems of agriculture as provided in S. Res. 147, adopted July 26, 1947. The group consists of Senator George D. Aiken, chairman; and Senators Harland J. Bushfield, George A. Wilson, Edward J. Thye, Elmer Thomas, Allen J. Ellender, and Scott Lucas.

TABLE OF CONTENTS

PAGE

Traffic

Freight rates increased 10 percent by the ICC 419

Marketing Agreements

Marketing agreements urged 419
Marketing agreements for all commodities urged by USDA 426

Standards

Proposed standards for canned oysters issued by FSA 419
Article on labeling appears in *Journal of Marketing* 424
Frozen spinach grades 424

Association Activities

Florida canners hear addresses by Rutz and Cameron 419
Teamwork—a speech delivered by President Emil Rutz before the 16th annual meeting of the Florida Canners Association .. 422

Fisheries

Proposed standards for canned oysters issued by FSA 419
Pack of anchovies, mackerel and squid for California 420
California sardine pack 420
Mexican fishing regulations 425

PAGE

Raw Products

Insecticide regulations and registration applications 421
Control of tomato diseases by spraying is described 421

Deaths

Indiana canner succumbs 421
Death takes W. B. Mel 421
William A. Mee dies 421

Foreign Trade

Canned food allocations 421

Personnel

Zimmerman replaces Clark as *Food Packer* editor 423
Wedding bells at N.C.A. 423

Meetings

Florida canners hear addresses by Rutz and Cameron 419
Teamwork—a speech delivered by President Emil Rutz before the 16th annual meeting of the Florida Canners Association ... 422
National apple week 424
Minnesota canners convention ... 424
Forthcoming meetings 424

Home Economics

First canned food nutrition information ads are printed 425
Dietitians to hold meeting 425
Canned foods featured 425